



LEROY D. BACA, SHERIFF

**County of Los Angeles**  
**Sheriff's Department Headquarters**  
4700 Ramona Boulevard  
Monterey Park, California 91754-2169



August 12, 2003

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
Los Angeles, California 90012

Dear Supervisors:

**REVIEW OF BOARD MOTION REGARDING FEASIBILITY OF  
IMPLEMENTING CASH KEY PARKING METER PROGRAM**

On July 8, 2003, your Board requested the Sheriff's Department, the Chief Administrative Office (CAO), and the Department of Beaches and Harbors to review and report back on the City of Hermosa Beach's Cash Key parking meter program. In addition, your Board requested the departments to review the feasibility of the program becoming a budget savings for the County's unincorporated areas, beach parking lots, and interested contract cities.

Background

The Cash Key meter program is currently being utilized by the cities of Hermosa Beach, Pasadena, and San Luis Obispo. The Cash Key is similar to a debit card that is pre-paid and programmed to contain a selected cash value. It is used in place of coins at parking meters and easily fits on a personal key ring. Anyone parking at these types of meters has the option to pay by inserting coins or a pre-paid, pre-programmed Cash Key. Only Cash Key meters are capable of accepting these keys.

Analysis

Currently, there are a total of 504 "Duncan" parking meters in the unincorporated areas of Los Angeles County. These parking meters are primarily located within the first and second supervisorial districts. Based on our review, the current parking meters, within the unincorporated areas of Los Angeles County, would have to be upgraded to Cash Key meters. All of these meters can be upgraded at a cost of \$170.95 per meter with a trade-in, which totals \$86,158.80. This excludes the labor costs that would be incurred by the Department of Public Works. In addition, specific loading stations to purchase the Cash Keys would have to be installed.

*A Tradition of Service*

For optimal use, the loading stations would have to be installed and placed at strategic locations throughout the County. The initial costs of equipping each loading station are as follows:

Cash Key interface required to issue cash key	\$500
Cash Key software program	\$495
Security system for cash key interface	<u>\$100</u>
Total per loading station	\$1,095

A refundable \$10.50 deposit is required for each cash key. The keys can be purchased with cash, check, money order, Visa, or MasterCard and are sold to customers in \$10 increments. In the event the key is lost, the deposit and any remaining value cannot be refunded.

The cities currently utilizing the Cash Key program sell the cash keys at one centralized location with an approximate ten percent participation rate from the community. This is below the cities' expectations. The City of Pasadena has been utilizing the Cash Key meters for approximately eight years and plans to expand the program. The cities of Hermosa Beach and San Luis Obispo have only utilized the system for less than one year.

Due to the limited number of parking meters in the unincorporated areas of Los Angeles County and the current financial status of some of those communities, the Cash Key program may not be seen as a benefit to them and may not be well received. Therefore, in order to gauge community response or support, it is recommended that prior to converting the current parking meters into a Cash Key program in these communities, additional research should be conducted.

During our review of the Cash Key program, the Department identified areas where the installation of parking meters would enhance the current level of parking enforcement. Target areas have been identified where there is an unusually high level of vehicles parked for sale, merchants erasing tire chalk marks to avoid time limit enforcement, or vehicles being moved up to the next parking space. Revenues in these highly

frequented areas would offset the cost of meters and installation. Those areas are identified on a separate attachment submitted with this memorandum.

Recommendation

The use of the Cash Key parking meter program may be advantageous in highly frequented areas such as County parking lots. However, we would not recommend that the existing parking meters be converted to the Cash Key program at this time. It is recommended that the County also consider looking at other parking meter programs available that offer the latest technology.

The Chief Administrative Office has reviewed and agrees with this recommendation.

A report from the Department of Beaches and Harbors was submitted separately.

If you can be of further assistance, please don't hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "Leroy D. Baca". The signature is written in a cursive, flowing style.

LEROY D. BACA  
SHERIFF

**POTENTIAL TARGET AREAS THAT WOULD BENEFIT FROM METER  
INSTALLATION**

**First Supervisorial District**

**East Los Angeles Station**

300 to 1400 Blk Atlantic Boulevard  
5800 to 6000 Whittier Boulevard  
4400 to 4900 Whittier Boulevard  
5900 to 6100 Olympic Boulevard

**Second Supervisorial District**

**Century Station**

1100 to 2400 Florence Avenue  
7300 to 7800 Pacific Boulevard (from Walnut to Hill Street)  
5800 to 7800 Compton Avenue

**Lennox Station**

Hawthorne Boulevard between 104<sup>th</sup> Street to 111<sup>th</sup> Street (east and west side)  
Lennox Boulevard between Hawthorne Boulevard and Grevillea Avenue (north and south side)

**Fourth Supervisorial District**

**Norwalk Station**

8600 to 8800 Block of Norwalk Boulevard (specifically 8602-8714 on the east side of Norwalk Boulevard and 8607-8825 on the west side of Norwalk Boulevard)